

Internship Report on “Important role of learning Institution in Bangladesh and the activities of training and development Institution Listeners and Speakers Forum (LSF)” .



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Inspiring Excellence

Submitted to:

Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Submitted by:

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BRAC Business School

BRAC University

Date of Submission: 8th August 2018

LETTER OF TRANSMITTAL

To

Date: August 08, 2018.

Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of internship report for the completion of BUS699.

Dear Sir,

After completing MBA program every student of BRAC Business School needs to do their internship in an organization and submit a report about their experience of the company. As per the MBA program's requirement, my internship report has been completed. In this report, I have tried to follow all the guidelines and instructions that you have communicated to me through our conversations.

It gives me great pleasure to submit the internship report on **“Important role of learning institutions and the activities of training and development institution Listeners and Speakers Forum (LSF)”** . The report consists of the overview of the Current condition of training industry in Bangladesh and also the human asset development activities of LSF.

I am grateful to you for giving me such an opportunity as well the guidelines that you have invested on me and I appreciate this internship program. I hope that you will cordially receive my internship paper.

Your acceptance of the report will make all the endeavors fruitful.

Thanking You

Sonia Alam Tarin

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BRAC Business School

BRAC University

Acknowledgement

The successful completion of this Internship Report is the result of the contribution from number of people, especially those who have given the effort and their valuable time to share their opinion and suggestions to improve the report. At the very beginning I would like to convey my special thanks to Mr. Mahmudul Haq Sir,(Associate Professor of BRAC Business School, BRAC University) and express appreciation to him for providing me all the guidance and support that I needed mostly.

I would like to thank, H.M Mainuddin Ahammed (The founder of LSF) for his valuable guidelines and timing.

I would like to thanks all members of LSF who are providing me guidance and with proper information that was very much needed in order to successful completion of this report.

Executive Summary

Purpose of this report is to exhibit a brief picture of the importance and activities of Training and Development Institutions in Bangladesh. In this report I have presented how does a professional training institution “Listeners and Speakers Forum (LSF)” work.

In Bangladesh, Training and Development Institutions is one of promising emerging industry in current competitive era, but this industry was remains unfolded until the 2000s. Then few private and government initiatives few training and development institutions got existence to provide professional courses, leadership training, entrepreneurship development program, skill based training, and other soft skills. Currently the industry is led mainly by private training institutions.

I have used the interviewing methodology to gather facts and opinions of the current situation and to organize the information.

I also tried to focus on how efficiently and effectively this organization can , manage and how dose LSF select plan, and execute training programs, what are the major professional training programs LSF conduct, and what is the growth potentialities of this industry.

This report also reflects how this company can maintain their global update standards and practices. It also covers how they should plan the development activities of the valuable human assets. The report covers the organizational background and details of the Organization.

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CHAPTER 1

1.0 Introduction

As a prerequisite for the completion of the Master of Business Administration program from BRAC University, I had been selected to work as an intern at Listeners and Speakers Forum (LSF) in Dhanmondi Branch, for a period of 3 months from June 05, 2018 to September 05, 2018. This is an open knowledge sharing, learning & networking platform.

Learning is essential for human survival. Without learning we can't feed ourselves, talk to each other, even can't protect ourselves from heat and cold. Thus apart from sufficient knowledge and skills, it's quite impossible to achieve great results as an individual or organization. Training and development institutions come up with the curricula of both cognitive and non-cognitive skills.

In Bangladesh, Training and Development Institutions is one of promising emerging industry. This report is prepared to exhibit a brief picture of the industry, how does a professional training institution Listeners and Speakers Forum (LSF) work, how dose LSF select, plan, and execute training programs, what are the major professional training programs LSF conduct, and what is the growth potentialities?

Background of the Training and Development Industry

With the advent of agriculture, the landlords felt the need of specialization in each of the job to be performed. As a result the need to train individuals in specific task emerged. Latterly, the great transformation in lifestyle and industrial revolution made this need in general. For which different type of training and development programs including on-the-job training, apprenticeship, guilds, vocational and manual school, factory school, vestibule training got immense popularity.

Prior to the World War-II, almost all the training programs are in-house. But in 1950s a dramatic change happened with the emergence of separate training institution (i.e. American Society for Training & Development - ASTD) which was leaded by the demand of war production, post war economic boomed, and to facilitate peace time reconstruction.

However, some of the methods have been used to achieve the efficiencies during the years. But great approaches i.e. Scientific Management, were beginning to motivating employees. As a result, Human Relation Training for employees and Psychology for employers grew increasingly popular. Separate institution have come up with a number of soft skills, and other technical trainings to meet businesses need (low cost of training, effective curricula, best trainers, and

efficient operation) for cheaper and efficient training. Together those scattered institutions formed the Training and Development industry.

Table 1.0 Historical Evolution of Training and Development Programs

Timeline	Center	Training Activity
Pre-WW-II	In House Training and Development Program	On-the-job training, Apprenticeship, Guilds, Vocational and Manual School, Factory School, Vestibule Training
1950s	Experts and Specialist	Human Relation Training, Psychology
1970s - 1980s	Separate Training Institutions	Sociotechnical Theory, Sensitivity Training, Cost Benefit Analysis, Return on Investment (ROI)
1990s	Experts and Training Institutions	Auto-documentation, Software Application,
2000s	Training Institutions	Just-In-Time Learning, M-Learning, skills learning, and valuation of certificates
2010s	Training and Development Institution	Leadership, Interpersonal skills, Professional Courses & Appearance, Software Application, Business Planning and Execution, first aid, Environment Awareness, Emotional Intelligence, Critical Thinking.

Source: Biechb, E. (2011) Astd handbook for workplace learning professionals, Astd press: Alexandria, Virginia (pp. 9-35).

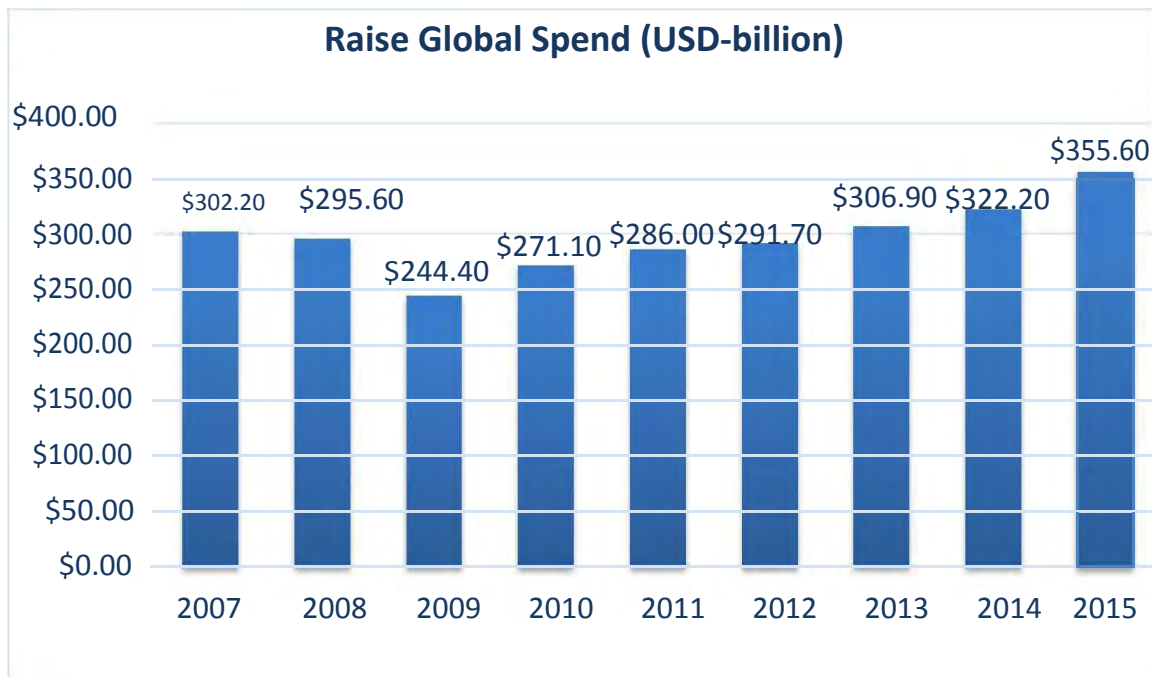
In 1970s, Socio technical theory and sensitivity training or the laboratory method become widespread to achieve the peak performance, to raise the attendee’s self-awareness and understanding of group dynamics and enable them to modify behavior appropriately.

In 1980s, productivity in United States slowed down whereas the global economic competition became the one of biggest business challenges. Then concept like Cost Benefit Analysis, Return on Investment (ROI) became hot topic.

In 1990s, technology exploded, technological training contends got widespread acceptance. Training providers found new form come to existence as learning enterprise and learning organization.

In 2000s, mass application of MS Office opened new field in the industry. Just-In-Time Learning, M-Learning, skills learning, and valuation of certificates were some of the remarkable introduction.

In 2010s is the best ever era for the Training and Development Industry. People from each and every profession, even students from diverse background become more conscious than ever before. Leadership, Emotional Intelligence, Critical Thinking, Professional Courses & Appearance, Software Application, Business Planning and Execution, First Aid, Environment Awareness, Creative Writing are few of the top training.



Date Source: TrainingIndustry.com (2016) Size of Training Industry, www.trainingindustry.com/wiki/entries/size-of-training-industry.aspx (February 27, 2017)

Being one of the most promising industries, since the early 2010s, there is a continuous raise in the global spending on training and development of the potential manpower. This overall raise of the investment is a result of both government and private investors' active participation.

History of Training and Development Industry in Bangladesh

Only a few people got the opportunity to enrich themselves until 1959 when internationally renowned social scientists Dr. Akhter Hameed Khan undertook an initiative - **Bangladesh Academy for Rural Development (BARD)** to train government officials and representatives of the local government and village organizations on various subjects relating to rural development. This famous academy is well-known at home and abroad as “Comilla Approach to Rural Development”.

Evolution of Training Industry in Bangladesh



Source: BARD, The Profile of BARD in Brief http://www.bard.gov.bd/The_Profile_in_Brief.php, (February 4, 2017); BTEB, History of BTEB http://old.bteb.gov.bd/page.php?action=about_bteb&item=history, (February 4, 2017); BYD, A Brief History of BYD <http://www.dyd.gov.bd/> (February 12, 2017)

In 1960 the Directorate of Technical Education was established for development of technical and vocational education. The Directorate of Technical Education initiated rapid development and expansion works of degree, diploma and trade level technical education in the country. Currently known as **Bangladesh Technical Education Board (BTEB)** was founded To conduct and control examinations and award certificates to the graduates of technical and vocational institutions.

Till then most of the initiatives undertaken were not to develop the mass people. But majority of the potential manpower still left out the development program, particularly, the youth. To provide this huge manpower with proper guidance and institutional support including multifarious training, financial support, supervision & advice, so forth. The Government created in 1978 Ministry of Youth Development, currently working as **Department of Youth Development** or Jubo Unnion Audidoptor.

In Bangladesh the Training and Development industry remains unfolded until the 2000s. Then few private and government initiatives few training and development institutions got existence to provide professional courses, leadership training, entrepreneurship development program, skill based training, and other soft skills. Currently the industry is leaded mainly by private training institutions.

1.1 Major Training and Development Institutions in Bangladesh

SL	Type of Institutions	Leading institutions
1	Government Institutions	National Skill Development Council, Ministry of Youth Development, Bangladesh Academy for Rural Development, Bangladesh Technical Education Board
2	Non-government Institutions	Bangladesh Society for Human Resources Management (BSHRM), Lighthouse Bangladesh, Bangladesh Youth Leadership Center (BYLC), YUNUS CENTRE, DCCI Business Institute (DBI)
3	International Institutions	JICA Training Program, the International Development Association, the American Center, U.S. Embassy Dhaka

Source: Wikipedia,(Edited Feb, 2017), List of institutes in Bangladesh available at, https://en.m.wikipedia.org/wiki/List_of_institutes_in_Bangladesh, (February 10, 2017)

Objectives of the Study

The main objective of the internship report is to expose the learning and understanding gathered in the real-life workplace ecosystem. The objectives of this report are classified in two groups: 1. Broad Objective- this reveals the main objective, and 2. Specific Objectives- the general objective of the paper are revealed for the readers. The objectives are clearly mentioned below

a. Broad Objective:

The main purpose of this report is to understand the current evidence base and identify areas of promise, in order to inform future work in Training and Development Industry of Bangladesh.

b. Specific Objectives:

- a. To provide a brief picture of Training and Development Industry of Bangladesh.
- b. To reveal the potentiality of the industry.
- c. To exhibit vivid picture of Listeners and Speakers Forum (LSF), one of the growing training and development institutions in the country.
- d. To discuss the core training programs of LSF
- e. To reveal the marketing and performance evaluation strategy of the firm
- f. To hold forth the Strengths and Weaknesses of LSF, and discuss the potential Opportunities and Threats
- g. To depict the growth of LSF.

Limitations of the Study

During the preparation of this report, several problems have been encountered. However, adequate efforts have been taken to accomplish the study according to the objectives. The major hurdles are fellows:

1. The team members, supervisor at LSF, and also regular activities of industry are so appealing that it's really very tough for me to concentrate back to academic life
2. For confidentiality purpose, the authority denied to share sensitive information, particularly their strategies.
3. The internship period was too short where the overall training programs covers very vast area. So, it is very difficult to exhibit the in depth information within this short duration of time.
4. Bangladesh perspective secondary data of training industry are not available as per requirement.

CHAPTER 2

An Overview of Listeners and Speakers Forum

Listeners and Speakers Forum (LSF) is the first and largest platform for public speaking in Bangladesh which serves students, young workforces and professionals in developing their required skills by educating them on presentation, communication, public speaking, financial training, and other soft skills.

Other than LSF's head office, LSF has already organized more 100 programs at different platform including at ICMAB, University of Dhaka, BUET, United International University, Jahangir Nagar University, East-west University, University of Liberal Arts of Bangladesh, Jagannath University, and The Daily Star Center Seminar Hall.

Historical Background of Listeners and Speakers Forum

Every year, we import human resource from abroad to meet the ever changing government and corporate needs, although we have a very big pool of potential manpower. Thus, Bangladesh has to export a handsome amount of remittance to other countries which could certainly be kept in the country by developing our own people into human capital. As consequence, we need not export remittance to other nations, could empower our people, reduce unemployment, and accelerate country's economic growth.

- Rent expert human from abroad
- Export a handsome amount of remittance
- Big pool of potential manpower
- To make millions of human capital

To make millions of human capital and contribute to country's sustainable development in mid-2014, Listeners and Speakers Forum (LSF) was formed to fill the vacuum of a much needed platform to develop the soft skills of the professionals in Bangladesh. LSF currently is a strong network of high achieving professionals from diverse industries. The forum boasts more than 100,000 active followers on various social media platforms. LSF brings together a multitude of experiences shared by veterans across multiple disciplines with the objective to be benefited from the shared experiences.

The moderators of the forum manage the sessions and train the forum participants on a wide range of personal development topics such as Presentation and Public Speaking Skills, Personal Brand Building, Relationship Management, Negotiation and Persuasion, Business Communication Techniques, Entrepreneurial Skill Development, and Interpersonal Dynamics and so on. Moderators of LSF are regularly invited to train various institutions and corporate on various soft skills and Financial Leadership Developments. LSF also provides tailor-made training, workshops and exchange programs aiming to serve specific needs. Core competencies refer to any business's internal strengths such as IT infrastructure, connection to influential and relevant social networks, work experience of employees, practicing value everywhere, dedication, efficient supply chain etc. We also discuss about the value systems in every session so that in participants can understand and create value within them business world and the real life.

2.1 . Vision and Mission Statements

Vision

To create a globally recognized knowledge based network fostering various leadership skills of mass people.

Mission

The mission of this forum is to provide a mutually supportive knowledge sharing platform in which every participant shall enjoy opportunities for personal and professional development.

Goals and Objectives

Objectives

- a. To make millions of human capital.
- b. To contribute to country's sustainable economic development.
- c. To enable the potential manpower competent for government, non-government, and other assignments.
- d. To facilitate to control the export of remittance.

Goals

1. To introduce a brand in Training and Development Industry.
2. To build a strong network of knowledge sharing platform, outreach to high achieving professionals from diverse industries.
3. To fill the vacuum of a much needed soft skill development platform in Bangladesh.

3. 1. Training Programs of Listeners and Speakers Forum

The core products of Listeners and Speakers Forum are different type of training program and learning sessions conducted in LSF own premises named as In-House-Training Program or in university or corporate house on contractual basis.

1. LSFx Better Speaker Series
2. LSFx Build Career Series
3. LSF Corporate Speaker Series
4. Financial Leadership Development Series
5. Especial Program

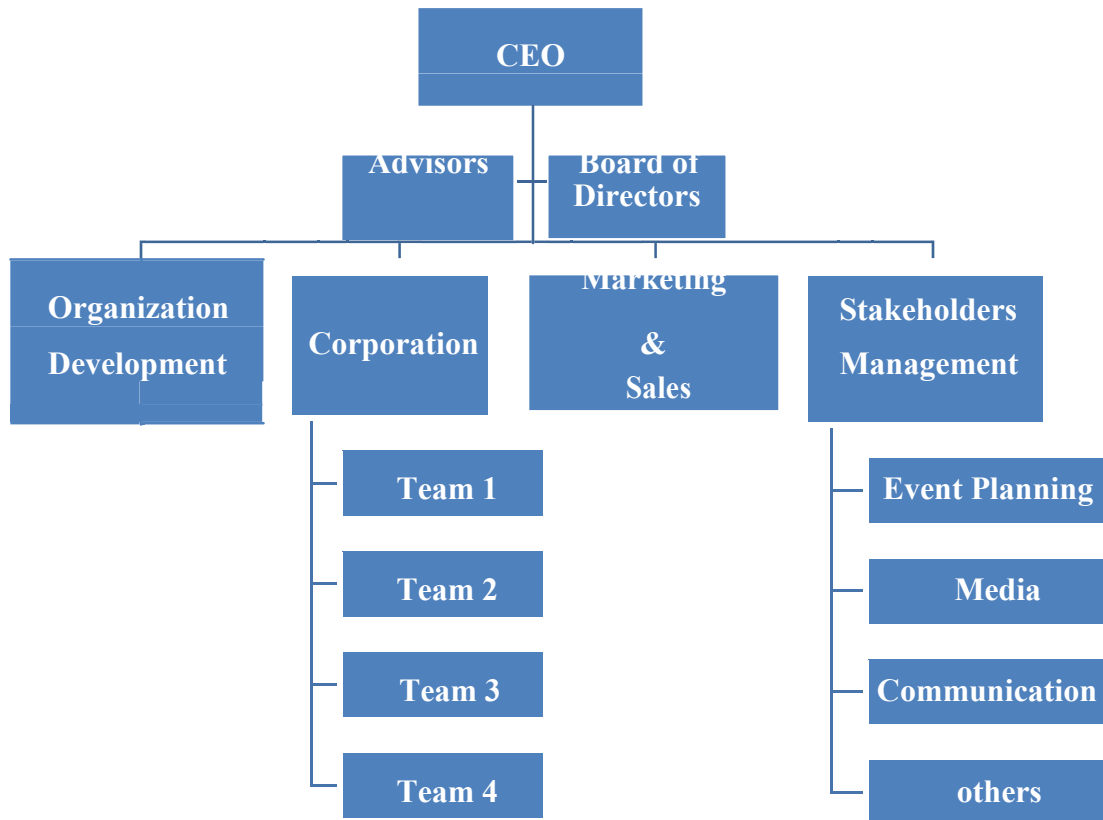
Principal Activities

The principal activities of Listeners and Speakers Forum are listed below

1. Identifying the Training Need
2. Developing Contents and Curriculum for the Program
3. Program Planning
4. Promotion and Branding
5. Accounting and Reporting
6. Conducting Training Program
7. Participants Performance Evaluation

Along with above mentioned activities, to run many other especial events they often have to perform many other non-routine activities as well.

Organization's hierarchy



Source: Listeners and Speakers Forum, (2017), Organogram of Listeners and Speakers Forum, available at www.lsf-bd.org (March 18, 2017)

Achievements & Rewards

The impactful Global Leadership Development approach of Listeners and Speakers Forum has been recognized with **Global Training and Development Leadership Award** in Mumbai at the **25th World HRD Congress** on February 2017 with participants from over 100 countries.

Source: Listeners and Speakers Forum, (February, 2017), Achievement of Listeners and Speakers Forum, available at www.lsf-bd.org (February 19, 2017)

CHAPTER -----3

Methodology of the Study: Data and Methods

This is a descriptive report prepared by applying appropriate methodology. It helps to organize and analyse the necessary data are collected through a systematic process based on both primary and secondary data to achieve the ultimate objectives of the study.

Primary Data

The primary data are collected through interview and observation method. Initially, collect information from watching and participating in activities of the firm, and having face to face conversation with company personnel and officers. Later, for the purpose in depth knowledge, undertake 15 interviews of firm's senior officers, training specialists, trainees, and top leaders working in Training and Development Industry in Bangladesh.

The primary data collection methods are addressed blow

- A.** Interview Method
 - a.** Physical Interview
 - b.** Phone Interview
- B.** Observation Method

Secondary Data

In order to review the literature, I first scan a number of internship report on training and development of different organization; websites of government, non-government, and international training institutions working at different market segments including technical training, professional training, skills development, first aid training; from Google Scholar learn the views and insights of international training specialist and scholars that focusing on the industry. I also go through the public documents and website of Listeners and Speakers Forum to collect data.

The Secondary data sources are addressed below

- A.** Literature Review
- B.** Website of training institutions
- C.** Book - ASTD Handbook for Workplace Learning Professionals
- D.** Google Scholar's articles

The methodology is followed for this descriptive internship report because of a. limited scope, b. less secondary information, c. short time period, and d. fewer team members are the leading factor for which this approach is best suited.

CHAPTER----- 4

Training Programs of Listeners and Speakers Forum

Listeners and Speakers Forum - LSF, the platform of connecting and empowering lives, is committed to enable its members' and other participants competent for national and international job market. LSF is the Platform of transforming the listeners as speak. LSF has been conducting sessions on Public speaking, Soft Skills, Financial Leadership Development like SAP-ERP, Financial Modelling & Analysis using MS Excel, Transfer Pricing and Training on Taxation & VAT Issues, and so forth.

Target Market

Listeners and Speakers forum, to make millions of human capital, has working to develop not only with the government and private professionals; rather LSF has been working closely with students, young entrepreneurs, businesses, and the educationist.

- A. Professionals
- B. Students
- C. Financial professionals and students
- D. Young entrepreneurs
- E. People passionate to improve presentation and communication skills

A. Professionals

Professionals from diverse background whom seek to develop their skills at any level of their career can attend LSF's training programs. Particularly, LSF Corporate Speaker Series is a great networking event where top leaders from diversified organization share their insight, experience, and learning. Moreover, to develop presentation, public speaking, and spontaneous speaking ability, professionals at any level can attend the LSFx Better Speaker Series, LSFx Build Career Series. Further, financial professionals have an opportunity to develop updated knowledge from country's top trainers.

B. Students

Students from any academic disciplines are LSF's potential participants. Program including LSFx Better Speaker Series, LSF Corporate Speaker Series, LSFx Build Career Series are particularly for the students. They can attend the other training programs as well.

C. Financial Professionals and Students

Especially for the financial professionals and students in those disciplines have the opportunity to get the opportunity to develop updated knowledge from country's top trainers on financial leadership development in Bangladesh.

D. Young Entrepreneurs

For the young entrepreneurs, LSF run different accounting and recording training program i.e. Basics of Practical Accounting for SME to Large Enterprises, leadership development program, and networking event i.e. LSF Corporate Speaker Series, where entrepreneurs can build and expand their network, share business plan, gain experts' advice so forth.

E. People Passionate to Improve Presentation and Communication Skills

Other than professionals, entrepreneurs, students, if any one wants to develop their presentation and communication skills for them LSF also facilitates those in either regular programs (i.e. LSFx Better Speaker Series, LSF Corporate Speaker Series, and LSFx Build Career Series) or place them in customized programs.

Training Programs

Since inception in 2014, Listeners and Speakers Forum (LSF) has been providing a number of training programs and continuously improving the programs. The core training programs including:

1. LSFx Better Speaker Series
2. LSFx Build Career Series
3. LSF Corporate Speaker Series

4. Financial Leadership Development Series
5. Especial Program

Table 3.0 Training Program Details

SL	Title	Objective	
1	LSFx Better Speaker Series	This program is designed to develop public speaking and presentation skills to meet the growing demand of smart presentation and confident speaking in public.	
	Modules of LSFx Better Speaker Series		Nine (9) Modules
	A. Overcoming fear of Public Speaking		1 Day
	B. Learn art of body language		1 Day
	C. Develop art of voice and verbal variety		1 Day
	D. Mastering jaw dropping presentation		1 Day
	E. Convert idea into speech		1 Day
	F. Confidence to deliver presentation and speech in Public		1 Day
	G. Evaluate others, Inspire & Motivate audience		1 Day
	H. Speak with Passion		1 Day
	I. CV writing & Interview techniques		1 Day
2	LSFx Build Career Series	This is a Five (5) day Program is designed to enable participants competent for government, MNC, Bank, and Other Private Jobs by educating graduates a profound knowledge in Communication Skills, Leadership, Interpersonal Skills, Learn from Passion, Interview Panel Discussion.	
	Modules of LSFx Build Career Series		Five (5) Modules
	A. Communication Skills <ul style="list-style-type: none"> ▪ Verbal & non Communication ▪ Writing Skills ▪ Public Speaking & Presentation Skills ▪ Creative Power point presentation 		1 Day

	<p>B. Leadership</p> <ul style="list-style-type: none"> ▪ Time and stress management ▪ Team Building ▪ Conflict management ▪ Decision Making 	1 Day
	<p>C. Interpersonal Skills</p> <ul style="list-style-type: none"> ▪ Interpersonal Relationships & networking ▪ Adaptation & professional Etiquette ▪ Social & Emotional learning ▪ Personal Branding (unique selling point) ▪ CV writing workshop ▪ Creativity ▪ Strategic thinking ▪ Business case Solution 	1 Day
	<p>D. Learn from Passion</p> <ul style="list-style-type: none"> ▪ Journey toward PASSION ▪ How to be a Passionate Speaker, Communicator, Job Seeker, Entrepreneur & Professional ▪ Learn from Passion 	1 Day
	<p>E. Interview Panel Discussion</p> <ul style="list-style-type: none"> ▪ Interview Techniques ▪ Panel Discussion ▪ Mock Interview 	1 Day
3	<p>LSF Corporate Speaker Series</p>	<p>LSF Corporate Speaker Series is a monthly program which is designed to facilitate as a mega networking event for both fresh graduates and professionals at all level. Top from big firms deliver speech on a particular topic. Latter in between and after the session participants meet one another and build a corporate network.</p>
	<p>A. Meet the CEOs: Take your Businesses to the Next Levels</p>	1 Day

		B. Your Next Bold Step: Crafting the Future You Want	1 Day
		C. Brand Management, Digital Marketing & Corporate communication	1 Day
		D. Leadership, Emotional Intelligence & Corporate Communication	1 Day
		E. Connect with leaders: "Achieving greatness"	1 Day
4	Financial Leadership Development Series	This series is particularly designed to facilitate the financial professionals, create competent financial leaders with the authority in Financial Reporting, Taxation, VAT, Management Consolidation, Document Management, Outsourcing, Enterprise Financial Systems, ERP, Environmental Reporting, Regulation, Governance, Risk and Compliance	
		A. SAP ERP FICO	8 Days
		B. Hedging, Risk Management & Fx Risk Management	1 Day
		C. International Financial Reporting Standards (IFRS)	1 day
		D. Income Tax-Customs & VAT	1 Day
		E. Transfer Pricing	1 Day
		F. Hedging & Fx Fund Management	1 Day
		G. Financial Modelling& Analysis	1 Day
		H. Exclusive Workshop on Professional Features of Excel – Advanced	2 Days
		I. MS Excel Training Basic to Advance	1 Day
5	Especial Program	Other than the regular programs, LSF often organize some other programs as well. Some of these are for only students, and different exams and some for only professionals. These	

		programs are designed to facilitate the participants with new and emerging needs.
		A. Running For Passion 24 Sessions
		B. Art of Negotiation & Persuasion 1 Session
		C. Business Communication Techniques 1 Session
		D. Emotional Intelligence at workplace 1 Session
		E. Personal Brand Building, Brand Management & Digital Marketing 1 Session
		F. Relationship Marketing 1 Session
		G. Relationship Management 1 Session
		H. Entrepreneurial Skill Development 1 Session
		I. Transforming Ideas into Speech 1 Session
		J. Basics of Practical Accounting for SME to Large Enterprises 2 Days
		K. ITP Registration Exam Preparation 1 Day
6	Speech championship	This is the only nation wide Speech championship competition in Bangladesh since 2015.
		Speech championship 2015 1 Day
		Speech championship 2016 1 Day
		Speech championship 2017 To be Held

Source: Listeners and Speakers Forum, (2017), Programs of Listeners and Speakers Forum, available at www.lsf-bd.org (March 18, 2017)

4.3 Program Planning

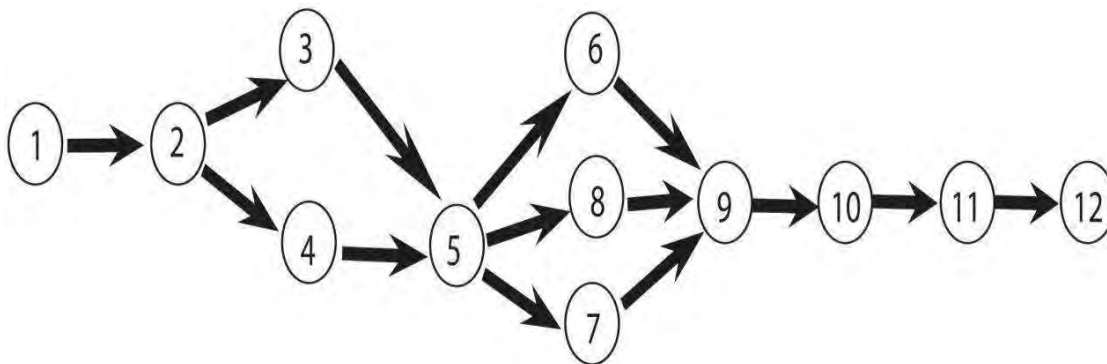
Program planning is one of the prime activities of Listeners and Speakers forum. Usually, for programs planning LSF consider the training needs of their potential participants, based on the need LSF develop the contents of a training programs and trainers and key persons for the

program. They develop the other necessary documents for performance evaluation of the participants.

Considering the potential participants, LSF adopt the promotional activities to outreach them, and also conduct program's promotion through their official Facebook page and groups. Participants can enlist themselves over online or meeting the head office.

According to the plan, LSF assign especial task to each of the four team and all the members execute the plan as a whole

The Program Planning Network



Source: Opinion Survey with Huraira Shishir, Chief Curriculum Developer, LSF

Table 4.0 Activities of Program Planning

Activity	Preceding	Note
1	-	Conduct market research & identify training needs
2	1	Select training programs and potential participants
3	2	Identify suitable trainers, media partners, and others
4	2	Develop curriculum and contents for the program
5	3,4	Finalize and communicate contents and stakeholders
6	5	Program promotion planning
7	5	Participants management planning

8	5	Resource Planning
9	6,7,8	Finalize the plans and Execute them
10	9	Event management
11	10	Participants' performance evaluation
12	11	Certificate dissemination and Post program evaluation and corrective actions

Source: Opinion Survey from Huraira Shishir, Chief Curriculum Developer, LSF

4.4. Promotion & Branding

To promote and outreach to the potential trainees - professionals, students, people passionate to public speaking, leadership development and other soft skills, Listeners and Speakers Forum has been undertaken unique branding and promotion strategies. Particularly, LSF reach their audience through different social media mainly Face book and LinkedIn. Moreover, to reach out to professional, entrepreneurs, and top leaders of big firms, LSF goes through top Bengal and English dailies. Further, event promotion through Radio is used to get maximum media coverage. The major media that Listeners and Speakers Forum are:

- A. Social Media Marketing & Online Promotion
- B. Newspaper
- C. Radio
- D. Personal Selling or Telemarketing

A. Social Media Marketing and Online Promotion

Social media let LSF to be interactive with others and share and create content through online. Listeners & Speakers Forum historically invest much of its promotional time, energy in social media promotion. Facebook, LinkedIn, YouTube, and Twitter are few of the major media that LSF use.

a. Face book

Face book is the one of the major media of LSF's promotion. LSF through its Face book page and groups (followed by more than 75,000 active followers) let the audience and potential participants informed about the activities, current training programs, and future prospect as well.

b. LinkedIn

Through professional network page in LinkedIn, LSF reach out to professionals at any level and also let the top leaders from all over the world be informed about LSF's activities.

c. YouTube

LSF through their own YouTube channel share many educative programs. LSF has not focused this media like the other social media. But recently they have planned and already started their works to share many educative video on regular basis.

d. Twitter

To reach out to the fresh graduates, undergraduates, and young professionals, LSF also run their official Twitter. Through Twitter LSF particularly twits their current performance and future training programs.

B. Newspaper

Newspapers including The Daily Star, The Daily Prothom Alo, The Daily Banik Barta, The New Age, Kaler Kontho, Somokal, Orthoshuchok are some of major printed media through LSF usually reveals their news.

C. Radio

To reach out to more potential manpower and transform them as human capital, recently LSF has started to promote LSF's training programs on radio. They have already got positive response. Radio channels include Radio Amer 88.4 FM, Radio Foorti 88.0

CHAPTER----- 5

Performance Evaluation

To understand the progress of the participants of any training program, LSF undertake a series of evaluation. Based on the evaluation result, they conduct intensive care or especial counseling session. They also use the findings to redesign the content of programs. Usually, they conduct the performance evaluation program at least at 2 level of the training for the participants.

- A. Initial Evaluation
- B. Post Program Evaluation

A. Initial Evaluation :

During the initial performance evaluation, they examine the participants' authority in the training topic, Basic knowledge, interest and others information. The evaluation method differs in respect of program content, participants, and trainer. These methods including MCQ Method, Essay Writhing Method, SWOT Analysis Method, Video Method.

a. MCQ Method

A printed or electronic MCQ question paper is provided, the participants pick the best out of the 4/5 options. This most widely used method is applied for technical training program, professional courses, and especial learning sessions.

b. Essay Writing Method

A set of Descriptive and Yes-No Questions are quested, based on which participants have to write essays. This method examines the participants' authority on any specific topic, faculty of expression, critical thinking ability, and so forth. It is applied in almost all the training programs of LSF.

c. SWOT Analysis Method

Through this method, participants are asked to deploy themselves individually or as group. While deploying themselves, the participants enlist their strengths, weaknesses and based on these two, they enlisted their potential opportunities, and threats. SWOT method is often used in different learning sessions.

d. Video Recording Method

Participants are brought on the podium, assigned a topic in advance or on spot to deliver a speech. The entire speech is recorded to examine the change that is happened throughout the course or series programs. This method is used for the program called "transforming listeners as speaker".

B. Post Program Evaluation:

To evaluate the effectiveness, area of improvement, and to introduce new programs, LSF conduct post program evaluation. For which LSF usually adopt checklist & MCQ method, video analysis method, and essay writing method.

a. Checklist & MCQ Method

After Completion of a successful program, LSF provide participants a checklist and/or MCQ paper. In the checklist, a rating scale 1 to 5 is provided and asked to remark rate the paper. Through which LSF examine changes happened among the participants after training. MCQ contains little option for each question which is developed as reflection of the training contents.

b. Video Analysis Method

After successful completion of a program, LSF record another video of the participants and used it to compare the progress in respect of the video recorded earlier stage of the training program. LSF further use the records to provide especial counseling for further development.

c. Essay Writing Method

Before certifying the participants as graduates, LSF asks them to share their reflection, learning, and insights through essays.

Organization's Performance :

Listeners and Speakers Forum, since its inception in 2014, has been organizing training programs in different platforms. During this period LSF has organized more than Fifty (50) in house programs, and also facilitate many programs in top universities of the country.

Table 5.0: No of Programs of LSF

SL	Year	No of Training Programs	No of Participants
1	2014	6	397
2	2015	15	830
3	2016	23	1206
4	2017	27	2206
5	2018	26	3360

There is a continuous raise in the number of participants every year, and it's growing at a very fast rate. In the year 2014 LSF host only 10 training and experience sharing session where more than 350 participants attended. As years of operation proceed LSF enjoyed the participants' number to grow as well.

CHAPTER ----- 6

Recommendations

While preparing the descriptive internship report, I have noticed a number of problems and finding of the organization and also for further work in training and development industry.

Recommendations for Listeners and Speakers Forum

- i. To make millions of human capital, Listeners and Speakers Forum should also work with the deprived people, people without education, living in far away from cities of Bangladesh.
- ii. Listeners and Speakers Forum may conduct or promote different career planning, public speaking, and other skill development program in schools, colleges, and universities located other than major cities.

Recommendations for further work on Bangladesh Training Industry

Training and development is one of the most promising industries in Bangladesh, but to run further in this field, researchers should conduct field work and thus should manage big amount of work time.

Conclusion

The training industry in Bangladesh has an immense potentiality, particularly institutions in professional training institutions like Listeners and Speakers Forum. The training programs certainly enrich the participants and enable to meet the demands of professional world irrespective to government, MNSs, non-government, and other private organizations.

This industry is most promising and has the potentiality of handsome amount of return on investment (ROI), but unavailability of reliable market information has made the industry vulnerable. More in depth research need to understand the market and its trend.

Being an emerging industry, if government undertakes proper supportive actions then certainly, Listeners and Speakers Forum and other institutions could help our potential manpower to be competent human capital.

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